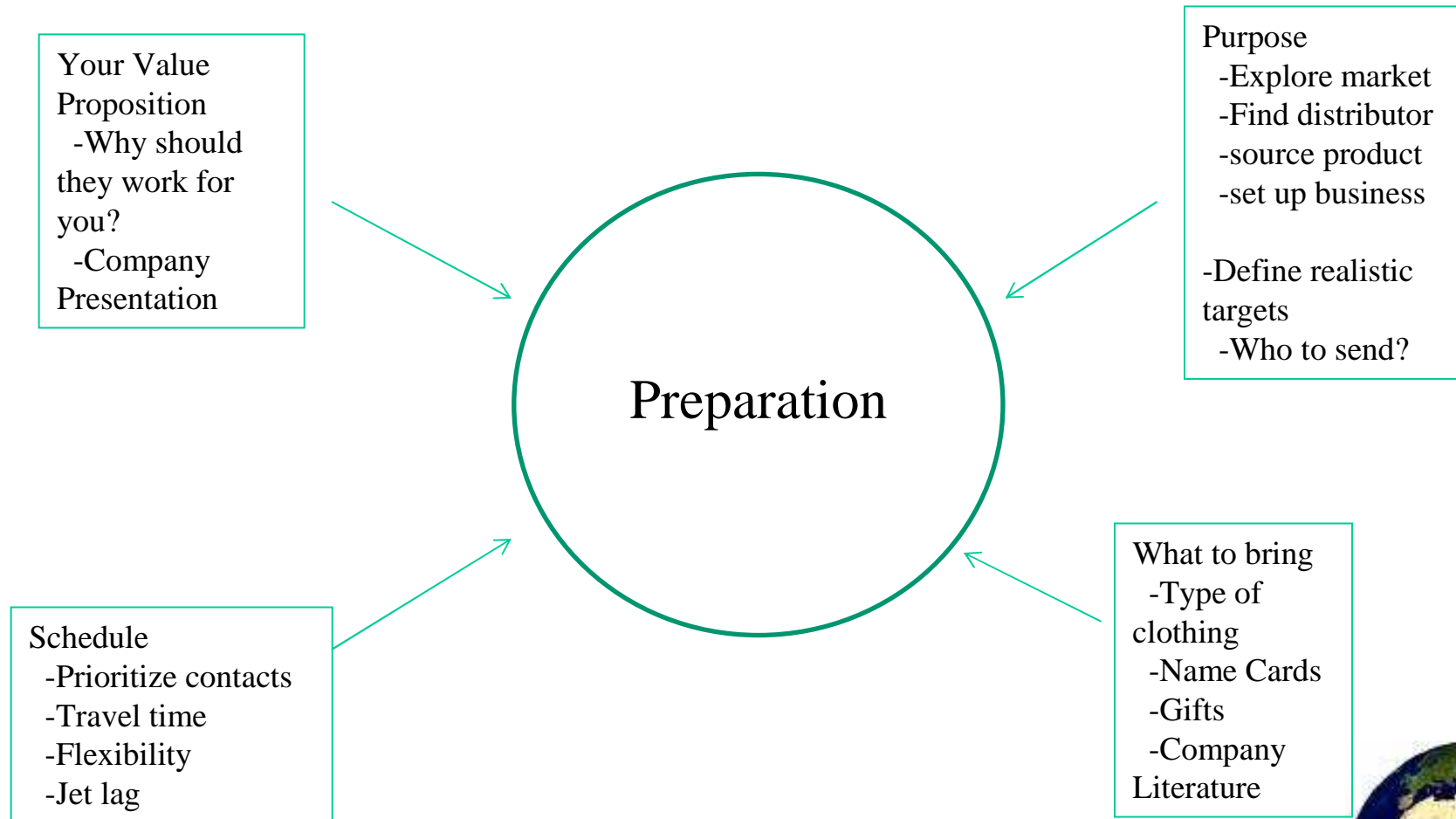
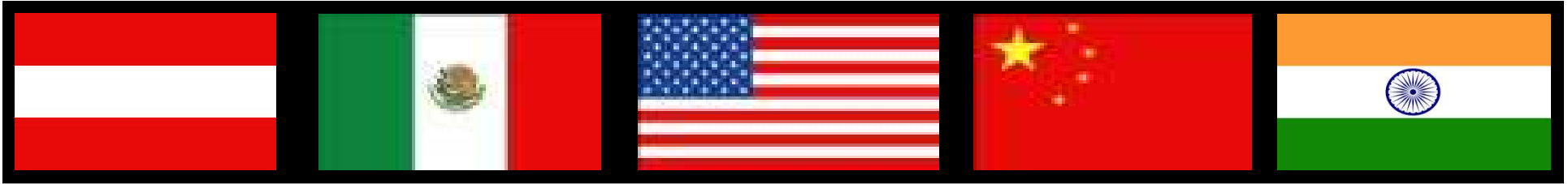


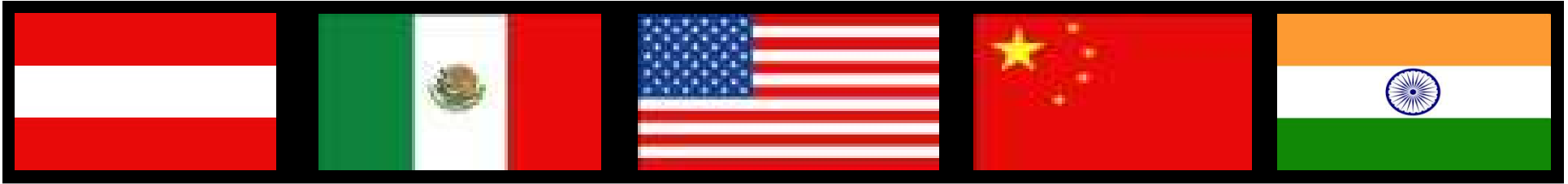
Regional Presentations

Asia

Michael Buenning
Asia Business Consultant



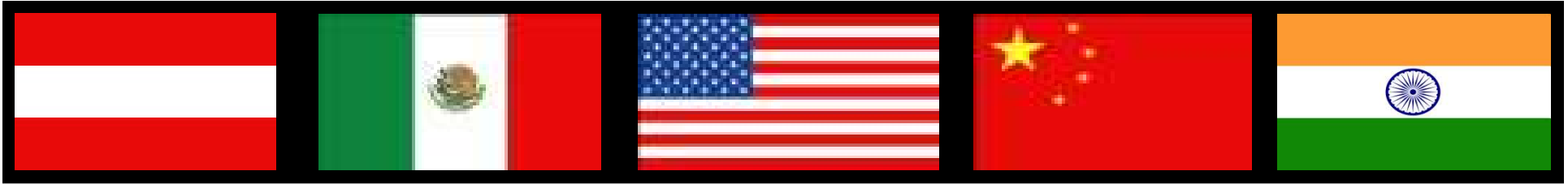




The Greeting

- Shaking Hands
- Name Cards – With both hands
- Be careful about misjudging your counterpart
- Names/Titles

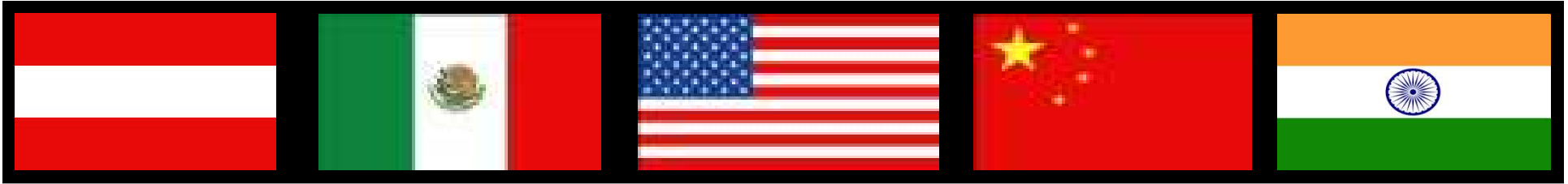




The Meeting

- Small talk – Accepting compliments
- Company Introduction
- Working with interpreters – Bring your own
- Indirect communication





Informal Communication

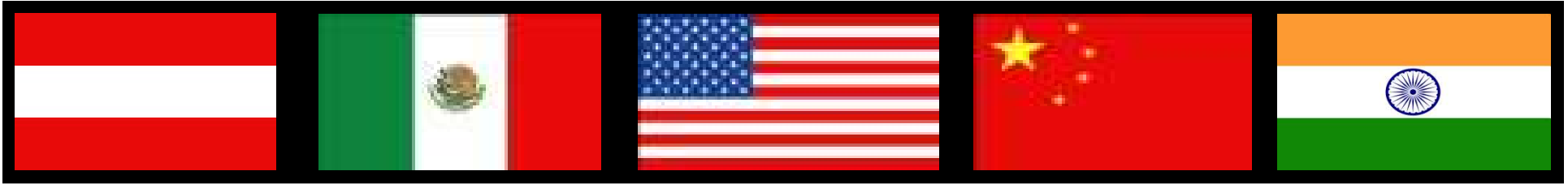
-Eating

- Seating arrangements
- Toasting/Speeches
- Drinking
- Do I have to eat everything?
- Who Pays?

-Indirect Communication

- Use of 3rd parties.

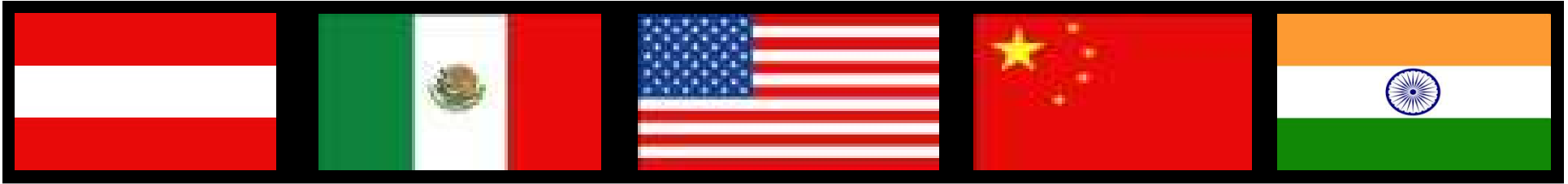




Information Gathering

- Active listening
- Look out for ulterior motives
- Get information from multiple sources – Confirmation
- Indirect communication
- Visit the factory!

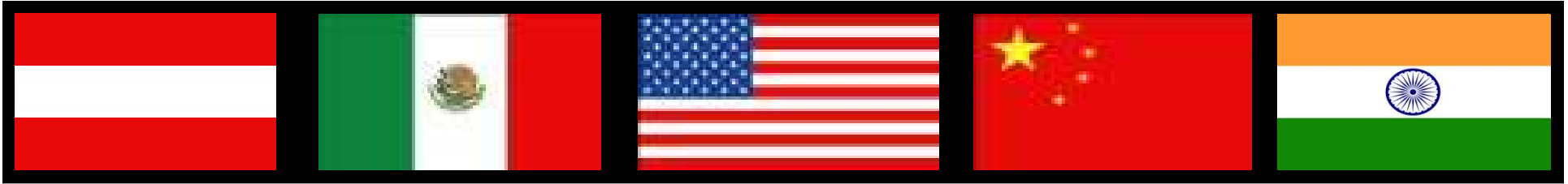




Concluding Your Meeting

- Summarize what has been agreed – Letter of Intent
- Gift giving
 - What to give?
 - Opening of gifts
 - Seeing people off

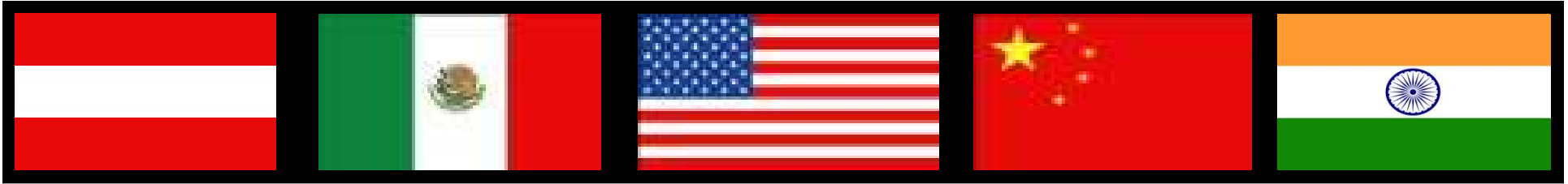




Follow-up

- Follow-up Communication:
 - Thank you notes
 - Meeting Minutes
 - Clarify Open Points
 - Follow-up visits may be necessary!
 - “Negotiating begins when the contact is signed.”
 - L/C’s
 - QC support before shipment when purchasing





Thank You

